CANADIAN MOVING PICTURE

Digest

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look what we've turned out for Easter . . .

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
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Views and Reviews

JACKIE ROSS

PAYMENT ON DEMAND (RKO) with Bette Davis, Barry Sullivan and Kent Taylor.

We've waited a long while to see Bette Davis back in her old form and now with All About Eve and Payment On Demand, we find that she is not only as good as but even better than ever. In this current RKO production, writer-producer Bruce Manning and Director Curtis Bernhardt have provided a wonderfully apt showcase for the talents of this once brilliant and lately somewhat tarnished star.

Still a comparatively young woman after 20 years of marriage, Miss Davis is told by her husband (Barry Sullivan) that he wants his freedom. In the ensuing bitterness, she is driven to extreme lengths of revenge—as they say in the ads, "He strayed, but he paid—she saw to that!" However, having achieved what she assumed to be her husband's ruination, Miss Davis finds that loneliness is a large toll to exact for righteous indignation. Since this film was evidently shot with five alternative endings, far be it from us to disclose which one the producers finally chose. Suffice it to say that the climax is as believable and in as excellent taste as the rest of the film.

And to say that is to say quite a bit for, after all, the story of divorce is, by now, somewhat old hat—old corney hat, as a matter of fact. However, Skirball, Manning and Bernhardt have taken this somewhat trite situation and illuminated it with such insight, craftsmanship and good taste (we keep getting back to that) that the treatment achieves the dignity of a really fine motion picture.

In addition, the general level of the acting is high calibre. Miss Davis is superb and Barry Sullivan, as her husband, is actually like many husbands one knows—a rare accomplishment for a matinee idol. And speaking of matinees, we wouldn't be surprised to see the ladies line up for this film in the afternoons, just as if RKO were giving away washing machines instead of selling a good picture.

* * *

CAUSE FOR ALARM (MGM) with Loretta Young, Barry Sullivan and Bruce Cowling.

This Barry Sullivan certainly gets around—first he's getting divorced by Bette Davis and, in this one, he thinks he's being murdered by Loretta Young, having been married to both for the duration of the picture.

Here Sullivan is suffering from a heart disease which deranges his mind to the point where he thinks his wife (Loretta Young) and his doctor (Cowling) are planning to kill him. In his eagerness to leave some heritage of hate, he arranges his death in such a way as to throw suspicion on his wife and her imagined paramour and then just to make the smear stick, writes a letter to the district attorney giving him all the details of the plot. The body of the film is concerned with Miss Young's efforts to retrieve the letter while her husband's lifeless body lies menacingly in the upstairs bedroom. Naturally, it takes a neat twist of plot to make all come out right in the end and this the writers have managed to dream up with, perhaps, more ingenuity than conviction.

As always in a MGM picture, one admires the great care and attention to detail that have been lavished on a somewhat arid story, giving it a mood which it otherwise certainly would not have. The minor roles—a truculent postman, a nosey neighbor, a Helen Hockinson-type aunt—are handled with an almost Hitchcock technique. By their only slightly exaggerated very human qualities, these people manage to provide the tension so necessary in a film of this type. And, for this, much credit is due to director Tay Garnet.

In the two major roles, Young and Sullivan do their usual competent job, Miss Young even managing to look like a suburban housewife which, in itself, is no mean trick.

TRADE HEADLINES

1949 attendance Canadian theatres climbs to 232,998,545 — admission taxes net $12,616,789.

●

Loew's Inc. earned, after tax deductions, in 27 years, $239,000,000.00.

●

Sidewalks of London — Vivien Leigh, Charles Laughton, Rex Harrison — broke Hollywood Theatre, Toronto records covering over 20 years for gross receipts. Alliance release.

●

Trueman Rembusch, President, Allied States Association, invents and patents fool-proof checking system using microfilming.

●

Phil Chakeres, President, Chakeres Theatres, Springfield, Ohio, selected by Look Magazine outstanding exhibitor of 1950.

●

Herald's three-part national survey reports exhibitors no longer fear TV competition.

●

Victor Volmar, Monogram-International, tabulates 48 different types of material censored in 60 countries.

●

On Marquee in Toronto Mr. Music — Bing Crosby — 50 years.

●

Cyrano De Bergerac has preview screening International Cinema, Toronto.

●

Columbia Pictures report net profit of $660,000.00 for 26-week period ending December 30, 1950

●

Hugh M. Beville, N.B.C. Research, states 11,142,000 TV sets in U.S. as estimate.

●

Harry C. Arthur, President F. & M. St. Louis Amusement circuit, announces children under 12 free if with parents, for 34 houses.

●

1000 British showmen enter Better Business Planning Contest.

●

One out of every seven pictures released in 1950 get on Best Lists for a total of 66 Bests.

●

30,000,000 people near New York see Washington crime probe on TV.

RAY PRESENTS

BOOK - of - the - Month Club for March gave its members Ethel Waters' book, narrated by her to Charles Samuels, the title of which is His Eye Is On The Sparrow. Some have said the title was suggested by a hymn, but in Margaret Aiken's column in the Telegram, Between You And Me, she quotes from information which she has received from Captain H. Maclean, Corps Officer in the Salvation Army, that the title most likely was suggested to Ethel Waters by a spiritual of which the chorus is,

I sing because I'm happy,
I sing because I'm free,
For His Eye is on the sparrow,
And I Know He Watches Me.

THERE is a reference in the Bible to sparrows, St. Matthew, Chapter 10, verse 29: "Are not two sparrows sold for a farthing?—and one of them shall not fall on the ground without your Father" In Psalm 102, verse 7, there is this reference to sparrows, "I watch and am as a sparrow alone upon the housetop."

The word, bird, it has been said, is connected with a word spelled, burd, used poetically, as a word of endearment for a lady. In a poem, the title of which is Lord Ullin's Daughter, by Campbell, we find this verse,

"And by my word, your bonnie bird,
In danger shall not tarry;
So, though the waves are raging white,
I'll row you o'er the ferry."

THERE is a paragraph in Ethel Waters' book, "God's Hand must have closed on me very early in life, making me tough, and headstrong and resilient. It is His Hand that has carried me safely down the long, dark road I've had to follow since." This faith suggests the title of Ethel Waters' book, which I have not yet finished, but I can see a figure arising out of the stagnant, the crawling and stinking waters of a Negro tenement in Chester, Penn. to a star's dressing-room on Broadway, much as a lotus lily arises out of the muck of a stagnant pool to amaze a world with the purity of its beauty.

You will remember Ethel Waters in Mamba's Daughters, As Thousands Cheer, Pinky, and in the Whitehead, Rea, Martineau production, The Member Of The Wedding, which played on Broadway as a stage-show.

I WILL quote from His Eye Is On The Sparrow, published by Doubleday & Company Inc., from the opening chapter of this autobiography by Ethel Waters, "I never was a child. I never was coddled, or liked, or understood by my family. I never felt I belonged. I was always an outsider. I was born out of wedlock, but that had nothing to do with all this. To people like mine a thing like that just didn't mean much. Nobody brought me up, I just ran wild as a little girl. I was bad, always a leader of the street gang in stealing and general hell-raising. By the time I was seven I knew all about sex and life in the raw. I could outcurse any stevedore and took a sadistic pleasure in shocking people."

Ethel Waters relates that her mother, who was named Louise, and whom she called Momweeze, was religiously inclined, and desired to be an evangelist. When she was at the age of twelve, John Waters, aided by Ethel's aunt Vi, came to the house in the absence of Sally Anderson, Ethel's grandmother, "and forced my mother to submit to him. She tried to fight him, but he raped her, holding a knife—and that is how I was conceived."

I CANNOT remember ever reading a book as frankly revealing of the life of an author as this autobiography of Ethel Waters. I was obliged to force myself to accept some of its lewd references and language, nevertheless, this book is a powerful book, which clearly reveals that there is no truth to the oft quoted statement "the weaker sex," and of all the thousands of books which I have read in my life, written by male authors, I cannot remember one of them which contained as much filthy language as this book.

I have tried to analyze my own reaction to this book, having lived long enough to have become a grandmother, and having travelled through many countries, associated in my various activities with men, on the stage at six, a travelling star at fifteen, in social service work, where I was in contact with all kinds of people. Why do I literally shrivel-up as I read His Eye Is On The Sparrow? Is it that I, and there must be millions of others like me, shrink from the exposure of a rotting, diseased state of life? Will I fail to enjoy reading, His Eye Is On The Sparrow, despite the fact that it has been selected by The Book-Of-The-Month Club, because I subconsciously close my eyes to the realities of life, fearful that such ugliness may destroy my sense of the beautiful? Am I an escapist who wishes to retain a faith in the good life?

THESE thoughts came to me as from time to time I closed the book, and I began to understand what a well-known member of the legal profession meant when he said to me, in discussing a business agreement, "Behind that naive exterior of yours there is a shrewdness which measures every move you make and calculates the gain."

No one could have been more surprised than I was to have heard this analysis of myself. Never had I considered myself naive, and never had I endeavored to convey such an impression.

In motion pictures, those actively engaged in its trade, would find no advantage in appearing naive. The next point of surprise was the reference to my shrewdness which "calculated every move for gain." In my family-circle, I am referred to as being at the top of the sucker-list. In my business operations, I am reminded of what an eminent Justice of the Supreme Court once said to me, in connection with a legal suit in which I was The Defendant, "Your trouble in business is that you are too trustful."

SINCE that time, back at least twenty years, I have become what is known as "smarter." I am not so "trustful," but I cannot say that this is an improvement of character, nor do I enjoy this attitude, for I still have a tendency to have faith in people, for it provides a less complicated method of doing business, and it helps to make the business of living a more enjoyable adventure.

My late father was in business for many years, and I can remember him saying, "If I am obliged to sign a contract with a man or company, I will not do business with such a person or company." I do not believe that my father met reverses in business because he adhered to this business code.

THESE are part of the thoughts which crowd my mind, as I read, His Eye Is On The Sparrow, and as I come to the use of certain words and descriptions of certain experiences, it is as if I were travelling on a highway and suddenly saw a warning sign, DETOUR.

I realize that this is the Age of Unblushing Frankness and no inhibitions. We, who live in this age, must take it or leave it. It is very evident that Ethel Waters is a strong character. Life handed her from birth "a dirty deal," but in her own words, "In those

(Continued on Page 10)

Toronto and District

BILL PRESS

National Theatre Services Limited took over the Winchester Theatre at Winchester, Ont., on March 12 from the original owners, Walter MacDonald and H. T. Meldrum, who had opened the attractive rural house on June 9, 1949.

* * *

Arthur Knapp, the projectionist at the Winchester since its opening, holds something of a record in that he has never experienced a break during a show.

* * *

Most Rev. Maurice Roy, Archbishop of Quebec, is the third Roman Catholic prelate in Eastern Canada to impose a ban recently on bingo and other games of chance under the auspices of any parish organization.

* * *

His announcement followed a request from business associations for a curb on the many games organized by the parishes and for a discontinuance of solicitation for prizes.

* * *

Similar action had already been taken by Most Rev. Alexandre Vachon, Archbishop of Ottawa, and Most Rev. Paul-Emile Leger, Archbishop of Montreal.

* * *

J. Arthur Rank is expected to visit Toronto in May for conferences with executive officials of Canadian Odeon, Eagle - Lion Films of Canada and other JARO enterprises in the Dominion.

* * *

When he spoke recently before the Rotary Club in Smiths Falls, F. C. Dillon, executive director of the Canadian Motion Picture Distributors Association, Toronto, was introduced by Walter Lackenbauer, manager of the Soper Theatre, the new house in Smiths Falls.

* * *

Dillon was thanked for his address on the film industry by Bert H. Soper of that town.

* * *

Bill Russell, a Hollywood specialist with the harmonica and an associate with Smiley Burnette in films, made a personal appearance on March 9 at the Century Theatre, Kitchener. A special children's matinee was held at 4.30 P.M. at which Russell was featured on the stage.

* * *

Chief Sky of the Cayuga Indian tribe gave a stage demonstration at the Palace Theatre, St. Catharines, before coming to Toronto for matinee appearances at the Fairlawn, Danforth, and Humber Theatres, all in one afternoon. Straight Arrow comic books were giveaways.

* * *

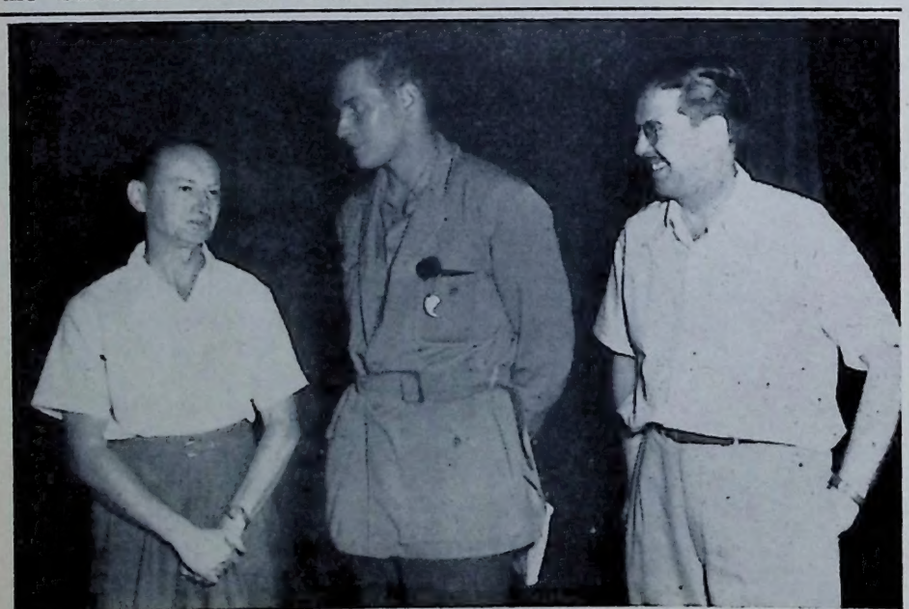
A Young People's Movie Guide is being published each Thursday by the Ottawa Citizen for the information of parents on week-end theatre programs.

* * *

The recommendations, or otherwise, of current pictures are a weekly service of the Childern's Section, Ottawa Film Council, through an arrangement with Parent's Magazine.

* * *

For the engagement of "The Woman in Question", Manager Wanie Tyers of the Toronto Odeon presented surprise gifts to several ladies from 1.30 to 2.30 P.M.



In Florida during production of Cecil B. DeMille's circus epic, The Greatest Show on Earth, starring Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Lyle Bettger. Produced in Technicolor. L. to R. Lionel Lester, Charlton Heston, Russ Simpson.

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3rd Annual Canadian Film Awards April 22nd

SCREENINGS are now in progress of entries competing for the third annual Canadian Film Awards. For 1950, 35 films have been entered. Of these, 24 are in the Non-Theatrical class, including sponsored films, National Board productions, etc.; two are Amateur offerings; and eight short Theatrical films are in the running. There is but one entry in the feature length Theatrical class.

The judges this year are:

For Theatrical Films: Hye Bossin, Editor of Canadian Film Weekly; O. J. Silverthorne, Film Censor for the Province of Ontario; and Leon Shelley, President of Shelley Films.

For Amateur films: Johnny Wayne and Frank Shuster, popular radio comedians who are also amateur film makers; James Cowan of the J. Aruthr Rank Organization; and O. C. Burritt, formerly a film director with Shelley Films, now in television at CBC.

For Non-Theatrical Films: Yvonne Taylor, of the International and Towne Cinemas; O. C. Wilson, formerly Secretary of the National Film Society, now Film Supervisor for Television at CBC; and Ernest Reid, formerly with the National Film Board, now a film director with Audio Films.

The presentation of the awards will be made in the Odeon Theatre, Ottawa, on April 22nd.

Freedom Award Prize for Breakthrough

Harry M. Warner, president of Warner Bros. Pictures, has turned over the Freedom Award prize won by the studio's "Breakthrough" to the National Conference of Christians and Jews.

Freedom Foundation's annual film awards were made on Washington's Birthday at Valley Forge. "Breakthrough," a story of the foot soldier,

Canadian Robert Beatty at World Premiere London

Robert Beatty, Canadian actor who has the top featured role in support of Gregory Peck and Virginia Mayo in Warner Bros.' Technicolor production of "Captain Horatio Hornblower," will be guest of honor of the Committee handling the details for the picture's world premiere at the Warner Theatre here on Thursday, April 12. Mrs. Attlee, wife of Britain's Prime Minister, heads the committee, which is composed of Britain's leading socialites and other prominent personalities.

Her Royal Highness, Princess Margaret heads the list of those who will be present at the gala function.

Old Masters and New To Promote David and Bathsheba

A world-wide contest for outstanding amateur and professional artists to paint their conception of any part of the famous David and Bathsheba biblical story is being planned in connection with 20th Century-Fox' "David and Bathsheba," is announced.

Contest is expected to be scheduled well in advance of the release of the Darryl F. Zanuck Technicolor production to give artists plenty of time to complete their paintings, with winning entries slated to go on tour for exhibit in key theatres around the country. Also in the exhibit will be as many of the world-famous interpretations of David and Bathsheba as can be borrowed from The Louvre, The Uffizi, The Metropolitan and other world-famous museums. Included in the travelling exhibit will be the works of Rembrandt, Michelangelo, Veronese, Blake, Colombe, Poussin, Repin, Rossetti, Strozzi, Van Leyden, Zampierre, Piazetta and Pollaiuolo.

Everybody Swims at MGM

Esther Williams and Debbie Reynolds have been assigned to top feminine roles in "Everybody Swims," at MGM, to be produced by George Wells from an original screen play by Dorothy Kingsley. Marjorie Main will play the mother of a channel swimmer.

Salesman Wanted
BY THEATRE EQUIPMENT SUPPLY HOUSE
Excellent Opportunity for right man
APPLY GIVING DETAILS
c/o Canadian Moving Picture Digest
21 Dundas Sq., Toronto.
(Our employees know of this ad)

Sam Berman, manager of the Gregory Theatre, Oakville, Ontario, presents a bouquet of vegetables to HARVEY (Mrs. Bunny Smith), during the Fashion Show staged at the theatre, Thursday, March 8th.

Mrs. Bunny Smith, owner of the Town and Country Woman, produced the Fashion Show with professional and local women as models.

15th Annual Convention Variety Bellevue-Stratford Hotel Philadelphia

With arrangements concluded for Faye Emerson to do her television show from the roof garden of the Bellevue-Stratford Hotel, Philadelphia, to be fololwed by a reception, buffet supper and dance, Victor H. Blanc, general chairman, feels the entertainment portion of the program of the 15th Annual Convention of Variety Clubs International, May 9 to 12, is bound to be one of the most enjoyable ever arranged for a Variety Club convention.

Among the other events so far scheduled will be a sea food dinner in the original Bookbinder's restaurant, famous in Philadelphia history for nearly a hundred years.

The Variety Club Handicap will be held at the Garden State Race Track. Mrs. Marc J. Wolf, wife of the present international chief barker, will present a trophy to the owner of the winning horse.

While the men are attending one of their numerous meetings, Morton Downey will entertain and sing for the ladies at a cocktail party, luncheon, and fashion show.

On Saturday evening, during the grand banquet which will climax the convention, at which Ken Murray and his entire cast will present an hour-long television show based on the history of the Variety Clubs and the Humanitarian Award will be presented, the ladies will be given a cocktail party and dinner at the Latin Casino, one of Philadelphia's swankier night spots, with a floor show especially prepared for them.

During the Convention, as time permits, there will be personal tours to the many historic shrines in and about the city. Philadelphia is a city rich in historical significance.

Eagle-Lion Classics Hold Regional Meeting

EAGLE Lion Classics will hold a series of two day regional sales meetings in New York starting Monday, Marth 19th, it was announced today by B. G. Kranze, vice-president in charge of distribution.

The meetings will be held at the company's home offices with division, district and branch managers attending from all over the country. The scheduled meetings are Eastern Division, March 19-20; Mid-Western Division, March 21-22; Southern Division, March 23-24; and Western Division, March 27-28.

Sales policy in relation to the company's new release schedule and a discussion of new productions now in preparation will be the first item on the agenda.

Besides Kranze, home office executives who will address the meetings will be William C. MacMillen, Jr., president of the company, Milton E. Cohen, general sales manager, Howard LeSieur, director of advertising, publicity and exploitation, David Melamed, treasurer, Joe Sugar, assistant to Mr. Kranze and Charles Amory, head of ELC's special "art" film sales unit.

IT HAD TO BE FILMED IN AFRICA!...

SEE astounding "Stilt Men" towering 20 feet into the air!

SEE primitive, blood-curdling coronation rites of a new jungle queen!

SEE evil white murder merchants dealing out whole-sale death for gold!

SEE luscious Queen Melmendi, trapped by vicious King Bulam for torture—and worse!

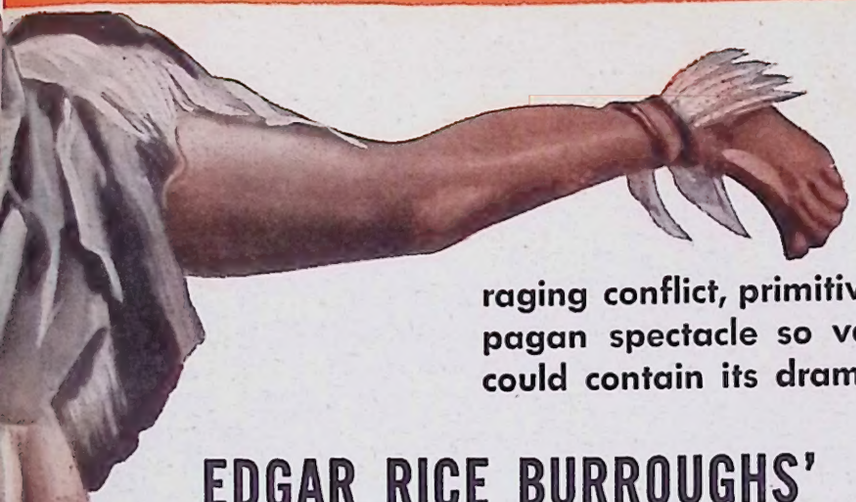
SEE Tarzan's desperate, lone fight against swarms of blood-thirsty Yorango warriors!

SEE the spectacular battle for survival between the Yorango and Ashuba tribes!

SEE hundreds of other unforgettable sights from darkest Africa's black heart!

Distributed by
RKO RADIO PICTURES

ADVENTURE'S MOST SAVAGE OUTPOST!



To the very depths of Africa's tameless heart goes the one-and-only Tarzan... bringing to the screen actual scenes of raging conflict, primitive passions, strange, snarling beasts and pagan spectacle so vast in scope that only the jungle itself could contain its drama!

EDGAR RICE BURROUGHS'

TARZAN'S PERIL

STARRING

LEX BARKER and VIRGINIA HUSTON

with

GEORGE MACREADY • DOUGLAS FOWLEY • GLENN ANDERS

Produced by SOL LESSER

Directed by BYRON HASKIN

Screenplay by SAMUEL NEWMAN
and FRANCIS SWANN

William J. Heineman Announces Big Cash Prizes Grad Sears Drive

A "Grad Sears Drive" in honor of the United Artists vice-president, will be launched throughout the United States and Canada on April 1st for the nine week period ending June 2nd, it was announced today by William J. Heineman, Vice-President in Charge of Distribution.

Ten thousand dollars in prizes will be awarded to the winners of the drive in the United States, with proportionate awards for the Canadian winners.

The new sales push is based on billings and collections during the nine weeks period of the drive.

In his announcement, Heineman stated that Sears has volunteered to actively spearhead this "all important drive." He said, "Grad will be an active working participant for your interest and that of United Artists."

In describing the breakdown of prize money, Heineman announced first prize will be $2,500 to be distributed among all personnel of the winning branch; second prize is $1,500; third prize, $1,000; and tenth to last prizes, of $350 each. There will be an extra prize of $500 to the District Manager whose district makes the best showing.

The Canadian drive, which parallels the domestic sales effort, will be capped by a $500 prize to the personnel of the leading Canadian branch.

Warners Set Record Tie-Up on Lullaby of Broadway

Warner Bros. and Columbia Records joined forces for one of the largest music previews ever held on the West Coast with nearly 1,000 disc jockeys and mustic store sales personnel who attended a special showing of Warners' "Lullaby of Broadway," Doris Day-Gene Nelson starrer, at the Academy Theatre, Los Angeles, March 16.

Miss Day, whose recordings are distributed under the Columbia label, was present to greet the guests.

Columbia salesmen have already begun distribution of special window and counter displays to more than 300 Southern California music stores plugging "Lullaby of Broadway" and a special album of tunes from the Technicolor picture recently recorded by Miss Day.

Republic Sign Up 21 for Starring Roles

Republic Studios star contract list reached the highest peak in the company's history this week with the newly released player roster showing a total of 21 contractees.

The increase in the number of players at Republic is in line with president Herbert J. Yates' policy of building for the future and is an expression of optimism and full confidence in the industry's business outlook. This is manifest in the company's large-scale production plans for the spring and summer with outstanding properties such as "Wings Across the Pacific," "Hoodlum Empire," John Ford's "The Quiet Man," "The Story of Nellie Bly," "The Alamo," starring John Wayne, "A Lady Possessed," with James Mason in the star role, and other major films to be produced.

Among the galaxy of stars now at Republic are Wayne, number one boxoffice star of the industry and recent Photoplay Gold Medal winner, and Roy Rogers, voted number one Western star; glamorous Vera Ralston, recently signed to a new three -year contract; Muriel Lawrence, promising operatic and dramatic star, and Mary Ellen Kay, both beginning new contracts; Forrest Tucker, Rod Cameron, Adrian Booth, Adele Mara, William Ching.

Judy Canova, whose first starring vehicle under her new contract is "Honeychile," a three-color Trucolor production, Estelita Rodriguez, the vivacious Cuban Fireball, Michael Chapin and Eilene Janssen, who will grow up in a western film series as Red and Judy; Rex Allen, Republic's skyrocketing new western star, Penny Edwards, Grant Withers, Allan "Rocky" Lane, Roy Barcroft, Valentine Perkins and James Bell complete the contract list.

PROMOTIONOTES

TORONTO — Unusual use of a film's title to garner extra business for the boxoffice was made by Wannie Tyers, manager of the Odeon Theatre here, in his campaign for 20th Century-Fox's "The 13th Letter."

Tyers kept a supply of stamped envelopes in the theatre lobby, with instructions for passers-by to simply address one of the envelopes to themselves, members of their family or friends. Letters were then deposited in a special box, with the theatre management picking at random 13 envelopes to be mailed with a free pass to "The 13th Letter" enclosed. Contest was announced through newspaper publicity, free radio plugs and attractive signs in the theatre lobby.

Quebec City Premieres "Quebec"

An undercurrent of excitement pervades the city of Quebec in Canada. Not since the famous old French citadel was the site of the Quebec conference in '43 and '44 has any affair run so high as the forthcoming premiere of Paramount's QUEBEC. The Capitol Theatre will premiere this picture that was filmed in color by Technicolor and produced in and around this historic city of Quebec in Canada. QUEBEC stars John Barrymore, Jr., Corinne Calvet, Barbara Rush and Patric Knowles and introduces a new importation in the person of Nikki Duval who should immediately make a hit with Canadian audiences. QUEBEC is the fabulous saga of the "blood red rose" . . . woman of fire who sets a century aflame.

QUEBEC, a fictional story by Alan Le May(is based on an ill-advised and badly planned incident in 1837 where a number of settlers in Quebec province—today three times as large as France—set out to establish by force their own government away from French and British control. The film will be premiered at the Capitol Theatre in the old French capital on Friday evening, March 30. Invited to the gala premiere are Canada's Prime Minister Louis St. Laurent, the Lieutenant-Governor of Quebec, Quebec's Premier Maurice Duplessis, members of the Quebec cabinet, the Mayor of Quebec, and members of the City Council, the commanding officers of the army, navy, airforce and Citadel, presidents of local service clubs and members of the press and radio.

Arrangements for special activities for the opening day are currently in progress. Details for the event are being worked out by Paul Valliere, manager of the Capitol Theatre and a committee comprised of members of the local press, radio, travel bureaux and transportation companies.

Current interest in the premiere of QUEBEC in the Capitol, Quebec, March 30, indicates it will be one of the most impressive events Quebec has witnessed since the visit of Winston Churchill to the Quebec conference.

Margaret Sheridan Stars in The Thing

Margaret Sheridan, 1951 screen "find" making her bow in Howard Hawkes' stranger - than - fiction "The Thing," arrived in New York from Hollywood last Saturday.

With her performance in this drama concerned with a terrifying visitor to the earth from outer space, Miss Sheridan received a long-term contract shared equally by RKO Radio and Winchester Pictures.

THERE'S

URANIUM ON THE OLD HOMESTEAD

...A NEW BABY IN THE HOUSE

—and the whole farm's jumpin' with GLEE!

with RICHARD LONG • MEG RANDALL • RAY COLLINS

Story and Screenplay by JACK HENLEY • Directed by EDWARD SEDGWICK

Produced by LEONARD GOLDSTEIN

Another Hit From

Empire - Universal *Films Ltd.*

Sidewalks of London Breaks Hollywood Theatre, Toronto 20 Year BO Record

RAY PRESENTS

(Continued from Page 3)

alley houses I was borned and raised. Too big, always too big to fit or sit on anyone's lap. There was I shaped and formed with all my characters and faults and my good points. And I was still living there when I had the greatest experience of my life, finding God."

AND now before the facts of life lead me to report on various happenings in our Industry, I bring to your attention that Spring is here, when a young man's fancy turns to love, and those who have an urge to rhyme, marshall their thoughts into sentences, which may or may not be deemed poetical. I have the same weakness as these others to which I have referred.

The Spring is in my blood,
And the Spring is in my head,
There are forms of wrapped-up leaves
Rising from their winter-bed.

The soil is cracking open,
To let green-life come through;
What is written in the stars
Is before our eyes to view.

The sun has crossed the Equator,
'Tis a sign in Heaven's Code,
Mercury and Venus later
Will Climb the Ascending Node.

From hard, dry earth a flower,
From hard, dry earth our bread;
To quench earth's thirst a shower—
To Resurrect The Dead.—R. L.

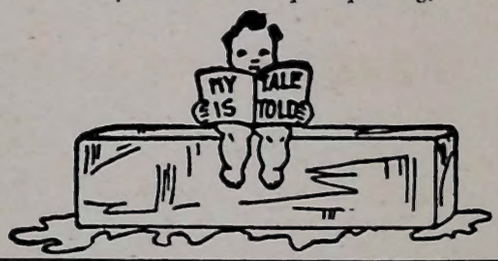
INGRID BERGMAN has dubbed her own voice in the Italian version of Stromboli, and this picture has opened simultaneously in fifty theatres in Italy, according to a cable received by Phil Reisman, vice-president in charge of foreign distribution for RKO pictures.

Considerable dubbing and retakes of Ingrid Bergman scenes were made by Ingrid Bergman and Roberto Rossellini in cooperation with RKO, in preparation of the Italian version of Stromboli.

Metro-Goldwyn-Mayer is offering, free of charge, to any exhibitor in Canada, including free press sheets, one sheets, and adv. mats, a 60 minute subject the title of which is The MGM Story. The descriptive material advises that The MGM Story presents, "60 thrilling minutes inside Hollywood." It presents 60 top stars in action, scenes from 24 coming great MGM hits, many of them in Technicolor. The MGM Story presents preview scenes from Three Guys Named Mike, Red Badge of Courage, It's a Big Country, The Magnificent Yankee.

PEOPLE in Love, Kind Lady, Calling Bulldog Drummond, Inside Straight, Father's Little Dividend, Go For Broke, Soldiers Three, Teresa, Pandora and the Flying Dutchman, King Solomon's Mines, Royal Wedding, The Painted Hills, Mr. Imperium, Vengeance Valley, Across the Wide Missouri, Excuse my Dust, An American in Paris, Rich Young and Pretty, Showboat, The Great Caruso, plus scenes from Quo Vadis, the latter produced in Rome, Italy.

As for the stars, MGM reverts to its former slogan, "More Stars Than There are in Heaven," with June Allyson, Fred Astaire, Clark Gable, Ava Gardner, Greer Garson, Stewart Granger, Kathryn Grayson, Van Johnson, Howard Keel, Gene Kelly, Deborah Kerr, Ezio Pinza, Jane Powell, Red Skelton, Elizabeth Taylor, Robert Taylor, Spencer Tracy, Lana Turner, Esther Williams, etc., and this my friends is all this week, for my tale which is never completely told, despite the little fellow who keeps repeating,



Ads like this are appearing in 58 National Magazines and 93 Sunday Newspaper Supplements totaling 185,761,000 circulation.

Vancouver News

JACK DROY

Hugh Kavanaugh, Eagle-Lion, shipper, was promoted to booker replacing Dave Souter who resigned. Nick Banton of the Paradise staff is now assistant manager at the Odeon Theatre in Victoria. John Cooshek from the Plaza replaces Banton at the Paradise, and in turn is succeeded by Bob Myers from the Cambie Theatre. Shirley Wilson of Gaumont-Kalee is back from a prairie trip where he equipped Jack Barron's new Calgary Theatre, also the Roxy Theatre at Edmonton with British projection and sound. Barron's new Calgary theatre will open on March 19 and will seat 1,200.

* * *

Vicky Lobb assistant manager at the Vogue left for Clinton, Ontario to visit her husband who is in the Royal Canadian Air Force . . . Betty Singerman, Vogue secretary is pinch-hitting for Vicky, who will be away two weeks. Norman Duncan, Strand manager is on the sick list with flu. Scotty Wallace Colonial Theatre projectionist who has been in show business since 1912 when he started in Scotland, joined the Canadian Moving Picture Pioneers here.

* * *

The unusual late winter weather is now over and real spring days are here, which is proving a tonic for Vancouver theatres who have had a few tough weeks business. The best in town is "Harvey", now in its third week at the Odeon-Vogue. "Storm Warning" also gave the Strand a good two weeks business. Stage shows at the Hastings still doing good business.

DIGEST SHOWMANSHIP CONTEST NOW IN PROGRESS

— CASH PRIZES —

SEND YOUR CAMPAIGN IN

Trans-Canada Showings

Use This Information As Your Guide on Release Dates

TORONTO

DOWNTOWN
Under the Gun (E-U) and Emergency Wedding (Col.)

EGLINTON-VICTORIA
Gambling House (RKO) with Victor Mature and Terry Moore

IMPERIAL
Fifth week. Born Yesterday (Col.) with Judy Holliday and William Holden

UPTOWN
The Groom Wore Spurs (E-U) with Ginger Rogers and Jack Carson

ODEON-CARLTON
Al Jennings of Oklahoma (Col.) Technicolor with Dan Duryea and Gale Storm

UNIVERSITY-NORTOWN
Three Husbands (UA) with Emlyn Williams and Eve Arden

SHEA'S
Lightning Strikes Twice (WB) with Ruth Roman and Richard Todd

LOEW'S
Second week. Vengeance Valley (MGM) Technicolor with Burt Lancaster and Joanne Dru

HYLAND
Your Witness (E-L) with Robert Montgomery and Leslie Banks

SAVOY
Hunt The Man Down (RKO) and Double Deal (RKO)

BILTMORE
Korea Patrol (E-L) and I Killed Geronimo (E-L)

MONTREAL

CAPITOL
Second week. Dallas (WB) Technicolor with Gary Cooper and Ruth Roman

IMPERIAL
Our Relations (SARO) and Highway 301 (WB)

LOEW'S
Second week. The Mudlark (20th-Fox) with Irene Dunne.

PALACE
Grounds for Marriage (MGM) with Van Johnson and Kathryn Grayson

PRINCESS
Gambling House (RKO) with Victor Mature and Terry Moore

WINNIPEG

CAPITOL
Grounds for Marriage (MGM) with Van Johnson and Kathryn Grayson

GAIETY
Born To Be Bad (RKO) with Joan Fontaine and Robert Ryan

LYCEUM
The Steel Helmet (Cardinal) with Robert Hutton and Steve Brodie

MET
Caged (WB) with Eleanor Parker

ODEON
Train of Events (E-L) with Valerie Hobson and John Clements

GARRICK
Wyoming Mail (E-U) Technicolor with Alexis Smith and Stephen McNally

SAINT JOHN

PARAMOUNT
Cause For Alarm (MGM) with Loretta Young and Barry Sullivan

CAPITOL
Vengeance Valley (MGM) Technicolor with Robert Walker

STRAND
Tomahawk (E-U) Technicolor with Van Heflin and Yvonne De Carlo

CALGARY

CAPITOL
Call Me Mister (20th-Fox) Technicolor with Betty Grable and Dan Dailey

PALACE
Two Weeks—With Love (MGM) Technicolor with Jane Powell and Ricardo Montalban

GRAND
Desert Hawk (E-U) Technicolor with Yvonne De Carlo and Richard Greene

VANCOUVER

CAPITOL
Molly (Paramount) with Gertrude Berg

PLAZA-FRASER
I See A Dark Stranger and Saraband

HASTINGS
A Modern Marriage (Mono.)

ORPHEUM
The Enforcer (WB) with Humphrey Bogart

STRAND
The Redhead and the Cowboy (Paramount) with Glenn Ford and Rhonda Fleming

VOGUE
Third week. Harvey (E-U) with James Stewart and Josephine Hull

Capital Story

BILL McLAUGHLIN

The children's section of the Ottawa Film Council has inaugurated a rating of current films showing at local theatres during the week-end when the younger element do most of their movie-going. The list, covering first-runs and neighborhood programs, are published on Thursdays in the daily newspapers and are rated "recommended," "acceptable" and "mature." Recommended films are considered by the Council censors as very good for the 8 to 12 age group. Acceptable are not rated as of the same high standard for the former, but will likely be enjoyed by the average child. Films under the "mature" heading are not condemned but left to the discretion of parents and guardians, while those not listed in the weekly guide are considered unsuitable.

* * *

Ray Tubman is back at his office again, looking sun-tanned and full of pep after a vacation of three weeks at Miami Beach. The genial Capitol Theatre manager and district supervisor for Famous Players, motored to and from Florida, accompanied by Mrs. Tubman.

* * *

The Canadian government had "nothing to do" with the appointment of former Film Commissioner Ross McLean to a UNESCO executive post, according to External Affairs Minister Pearson. J. J. Sinnott, Liberal member for Springfield, Manitoba, asked in the House of Commons: "Does he (Mr. Pearson) know who is responsible for McLean's appointment as head of film visual information division of the United Nations Educational, Scientific and Cultural Organization in Paris?" Mr. Sinnott received a negative answer from External Affairs Minister Pearson.

* * *

Graeme Fraser, assistant general manager of Crawley Films of Ottawa and Toronto, was guest speaker at the weekly luncheon of Hull's Rotary Club in Standishhall. Mr. Fraser told members that the making of good motion pictures was "the teaming of all arts" and added that it was a young man's industry as far as Canada was concerned.

* * *

With Easter in the offing, local theatres are juggling their film bookings to include appropriate programs to catch the holiday trade. Several managers are giving special attention to film of appeal to children during the closing of schools, while the Capitol Theatre will stage its popular annual Easter Monday morning all-cartoon show.

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as a girl of the streets who lies, cries and steals her way to success and becomes the toast of London.

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CHARLES LAUGHTON

SIDEWALKS OF LONDON

HOLLYWOOD
YONGE near ST CLAIR
PR. 5511

AN ALLIANCE FILMS LTD. RELEASE

Premier Operating Corporation Limited

72 CARLTON STREET
Toronto, CANADA

March 16, 1951.

Miss Ray Lewis,
Alliance Films,
21 Dundas Square,
Toronto, Ont.

Dear Ray:

I want to thank you for giving us the opportunity to play "SIDEWALKS OF LONDON" first-run in the Hollywood. Not only did it break all box office records since the opening of the house twenty-odd years ago, but the picture was enthusiastically received at every showing. Vivien Leigh's performance was generally acclaimed as one of the best, if not the very best, of her entire career.

Good luck and thanks again for providing us with a box office draw of this calibre.

Yours with kind regards,

PREMIER OPERATING CORPORATION LIMITED

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